

TESTIMONY OF SHAWN POMAVILLE-SIZE, EXECUTIVE DIRECTOR, MOTORCITIES

NATIONAL HERITAGE AREA PARTNERSHIP, INC. JANUARY 29, 2018

Good morning Chair Hughes and members of the Tourism and Recreation committee, thank you for the opportunity to tell you about the MotorCities National Heritage Area Partnership. First of all, I'd like to pose a rhetorical question:

**DO YOU KNOW  
YOU ARE STANDING  
IN A NATIONAL  
HERITAGE AREA?**



Many people do not and that is something I hope to make clearer today.

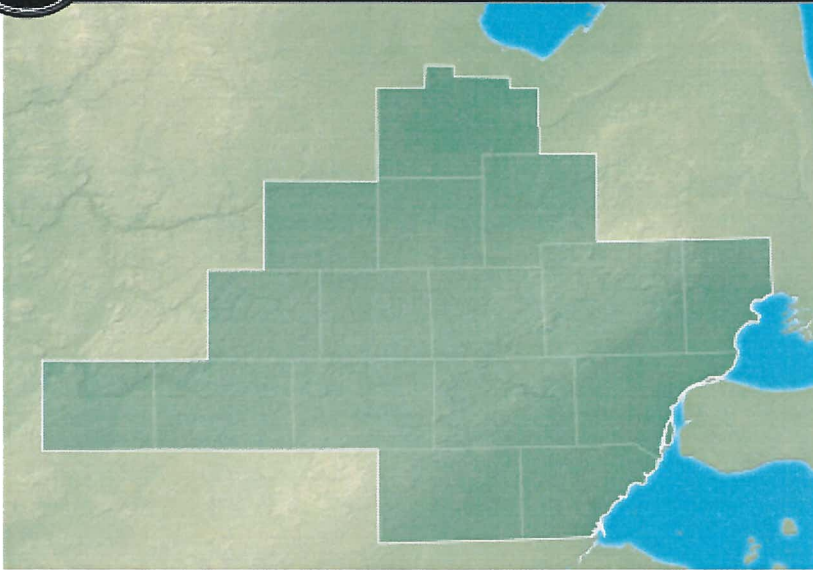
MotorCities National Heritage Area is a non-profit organization designated by the United States Congress in 1998 and affiliated with the National Park Service.

National Heritage Areas are identified places in the United States that best represent a specific theme and story in American history, a story that cannot be told anywhere else. In Michigan's case, that is the story of how this region, through its people, natural resources and ingenuity, "Put the World on Wheels".

We are Michigan's only national heritage area. The heritage area encompasses more than 10,000 square miles, parts of 16 counties and represents a population of more than 6.5 million people. We're called the MotorCities – you'll notice the plural of the noun – as we encompass the many places in Michigan that are part of this proud heritage; areas such as Flint, Lansing, Detroit, Ypsilanti and others in Michigan, all with stories that commemorate our rich and shared automotive culture.



# 10,000 Square Miles



In 1998, Congress found that this region “helped establish and expand the United States as an industrial power; that manufacturing was vital to defending freedom

and democracy in two world wars; and that the economic vitality of the automobile industry is connected integrally to the economic strength of our Nation; and that the cultural heritage associated with the auto industry includes

the social history and living cultural traditions of several generations; and the United Auto Workers played a significant role in the history and progress of the labor movement and the automobile industry". (P.L. 105-355) Congress established the heritage area for the purpose of protecting, interpreting and preserving this heritage for the educational and recreational benefit of this and future generations of Americans while at the same time, developing and strengthening future economic opportunities.

So how do we do that? How do we inspiring people with an appreciation of how the automobile changed Michigan, the nation, and the world as our vision statement sets forth? How do we promote and preserve this great heritage?

Michigan is home to the largest collection of auto related museums, homes and gardens; libraries, archives, roadside attractions and events; all reflective of an industry deeply woven into our state's past, present and future. Being part of the heritage area links those diverse places and events together to tell our overarching story.



Those linkages can take the form of signage, such as the more than 250 Wayside Signs sprinkled throughout the area

Or the upcoming series of brown highway signs with white trim being readied to be constructed at various key spots along the heritage area border:





A photograph showing two workers in full-body protective suits and respirators on a metal scaffolding platform. They are working on a brick wall, with one worker using a tool to remove material, creating a cloud of dust or debris. The wall has several rectangular openings or windows.



Sometimes our activities include events such as Michigan Auto Heritage Day at the Legislature, hosted in partnership with the Michigan Automotive Legislative Caucus, of which several of you are members. Michigan Auto Heritage Day allows us to set aside time to honor our heritage and those programs who do so much to preserve the story.



Thanks to a 2014 study conducted by Tripp-Umbach, we've been able to start measuring the economic impact within the MotorCities National Heritage Area. Together, the partnership generates:

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## **MOTORCITIES**

**NATIONAL HERITAGE AREA (MI)**

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**GENERATES \$410.4 MILLION  
IN ECONOMIC IMPACT**



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**SUPPORTS 4,560 JOBS**



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**GENERATES  
\$35.4 MILLION  
IN TAX REVENUE**

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At the same time, it's important to realize that we portray a "living history" a heritage that is deeply embedded not just in Michigan's past, but in the present and future as well. Michigan remains the auto capitol of the world and together with its heritage, we have the potential to expand what is already a substantial



economic driver for our citizens and visitors alike through heritage related grants and programming.

In conclusion, I hope this provides a clear picture for you of this valuable asset unique to Michigan, one that supports and stabilizes our economy while educating our people. And, if I'm very lucky, today's presentation has helped inspire – or re-inspire – you, with an appreciation for how the automobile changed Michigan, the nation, and the world. I hope we have your continued support as, together, we instill a sense of pride with the story of how our tinkerers became titans; how we helped build the middle class, and how the MotorCities National Heritage Area Put the World on Wheels. Thank you.

